

304 KAR 1:080. Kentucky Proud™ Promotion Program.

RELATES TO: KRS 45A.645, 260.016

STATUTORY AUTHORITY: KRS 148.830 – 148.840

NECESSITY, FUNCTION, AND CONFORMITY: KRS 148.830 requires the Commissioner of Parks to promulgate administrative regulations relating to the promotion of Kentucky-grown agricultural products to operate in conjunction with the Kentucky Proud™ Program. This administrative regulation establishes guidelines for the promotion program.

Section 1. The Department of Parks' promotion program shall:

- (1) Encourage the Department of Parks to utilize local vendors, if feasible and cost effective;
- (2) Include the Kentucky Proud™ logo on all park dining menus if those products are utilized;
- (3) Include the Kentucky Proud™ logo on park uniforms if feasible and applicable;
- (4) Promote special events that feature Kentucky Proud™ products;
- (5) Identify Kentucky produced products in park gift shops;
- (6) Encourage contract vendors to offer Kentucky Proud™ products; and
- (7) Promote the program through its press releases, social media, and Web site. (38 Ky.R. 2110; 39 Ky.R. 467; eff. 10-5-2012; Crt eff. 2-12-2020.)